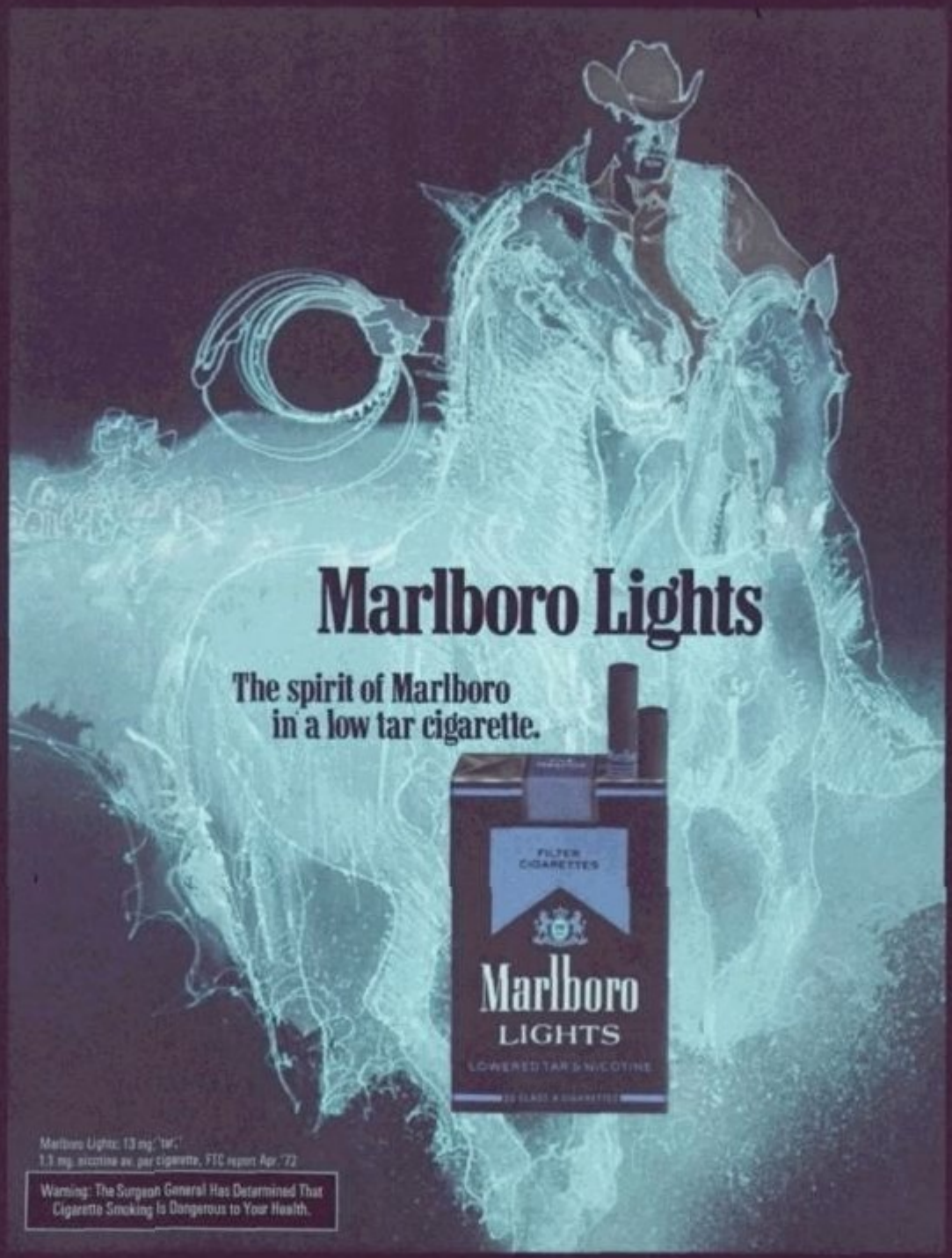
LEO BURNETT COMPANY, *Inc.*
Ad No. 2823(HT) Plate #1—Horse Herder—Req. No. 8693—Page 4 color Bleed—8⅝ x 11⅛ in.—Time Size Publications, 1972 (A)
Printed in U.S.A.


Marlboro Lights
The spirit of Marlboro in a low tar cigarette.
FILTER CIGARETTES
Marlboro
LIGHTS
LOWERED TAR & NICOTINE
Marlboro Lights: 13 mg. "tar,"
1.1 mg. nicotine av. per cigarette, FTC report Apr. '72
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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